

- l arose in this district.
- Intra-district assignment to any division of the Northern District is proper under Local
- 3 Rule 3-2(c) and the Assignment Plan of this Court as an "Intellectual Property Action."

4 PARTIES

- 5 4. LS&CO. is a Delaware corporation which has its principal place of business at Levi's
- 6 Plaza, 1155 Battery Street, San Francisco, California 94111. Operating since approximately the
- 7 1850's, LS&CO. is one of the oldest and most well known apparel companies in the world. It
- 8 manufactures, markets and sells a variety of apparel, including its traditional denim blue jean
- 9 products.

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- 10 5. LS&CO. is informed and believes that defendant Kooks Co., Ltd. is a business entity
- 11 with its principal place of business at 431 Washington Street, New York, New York 10013-1722.
- 12 LS&CO. is informed and believes that Kooks manufactures and sells a line of clothing, including
- jeans, that is offered for sale or sold in this judicial district and throughout the United States. LS&CO.
- 14 is further informed and believes that Kooks has authorized, directed, and/or actively participated in the
- 15 wrongful conduct alleged herein.

FACTS AND ALLEGATIONS COMMON TO ALL CLAIMS

LS&CO.'s Use Of Its Trademarks

- 6. LS&CO. marks its LEVI'S® brand products with a set of trademarks that are famous
- 19 around the world. For many years prior to the events giving rise to this Complaint and continuing to
- 20 the present, LS&CO, annually has spent great amounts of time, money, and effort advertising and
- 21 promoting the products on which its trademarks are used and has sold many millions of these products
- 22 all over the world, including throughout the United States and in California. Through this investment
- and large sales, LS&CO. has created considerable goodwill and a reputation for quality products.
- 24 LS&CO. continuously has used these trademarks, some for well over a century, to distinguish its
- 25 products.
- 7. Most of LS&CO.'s trademarks are federally registered; all are in full force and effect,
- and exclusively owned by LS&CO. LS&CO. continuously has used each of its trademarks, from the
- 28 registration date or earlier, until the present and during all time periods relevant to LS&CO.'s claims.

Levi Strauss & Co. v. Kooks Co., Ltd.

Case No.

- 2 -

LS&CO.'s Tab Device Trademark

Case 3:08-cv-02624-WHA

- 2 8. Among its marks, LS&CO. owns the famous Tab Device Trademark (hereinafter the
- 3 "Tab trademark"), which consists of a small marker of textile or other material sewn into one of the
- regular structural seams of the garment. LS&CO. first used the Tab trademark in 1936 to identify 4
- 5 genuine LEVI'S® products.

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- 6 9. LS&CO. began to display the Tab trademark on the rear pocket of its pants in 1936
- 7 when LS&CO.'s then National Sales Manager, Leo Christopher Lucier, proposed placing a folded
- 8 cloth ribbon in the structural seams of the rear pocket. The purpose of this "tab" was to provide "sight
- 9 identification" of LS&CO.'s products. Given the distinctiveness of the Tab trademark, Mr. Lucier
- 10 asserted that "no other maker of overalls can have any other purpose in putting a colored tab on an
- 11 outside patch pocket, unless for the express and sole purpose of copying our mark, and confusing the
- 12 customer." Examples of the Tab trademark as used on LEVI'S® jeans are attached as Exhibit A.
- 13 10. LS&CO. owns, among others, the following United States Registrations for its Tab
- 14 trademark, attached as Exhibit B:
- 15 a. Registration No. 356,701 (first used as early as September 1, 1936; registered
- 16 May 10, 1938);
- 17 Registration No. 516,561 (first used as early as September 1, 1936; registered b.
- 18 October 18, 1949);
- 19 Registration No. 577,490 (first used as early as September 1, 1936; registered c.
- 20 July 21, 1953);
- 21 d. Registration No. 774,625 (first used as early as May 22, 1963; registered
- 22 August 4, 1964);
- 23 Registration No. 775,412 (first used as early as October 9, 1957; registered e.
- 24 August 18, 1964); and
- 25 f. Registration No. 1,157,769 (first used as early as September 1, 1936; registered
- 26 June 16, 1981).
- 27 These registrations have become incontestable under the provisions of 15 U.S.C. § 1065.

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<u>Defendant's Infringement of LS&CO.'s Trademark</u>

2 11. LS&CO. is informed and believes that Kooks has in the past and continues to 3 manufacture, source, market and/or sell clothing, including denim jeans, that infringes and dilutes 4 LS&CO.'s Tab trademark (hereinafter the "infringing products").

Document 1

- 12. In particular, LS&CO. is informed and believes that Kooks produces, manufactures, sources, markets, designs, offers and/or sells clothing under the brand name NUMBER (N)INE that displays tabs that are confusingly similar to LS&CO.'s Tab trademark. These infringing designs include, without limitation, the example illustrated in Exhibit C, which is referred to hereinafter as the "Kooks tab." The Kooks tab, as used by Kooks, is confusingly similar to LS&CO.'s Tab trademark.
- 10 13. LS&CO. is informed and believes that Kooks has produced, manufactured, designed, 11 marketed, offered for sale and sold substantial quantities of infringing products bearing the Kooks tab, 12 and has obtained and continues to obtain substantial profits from such sales.
 - 14. Kooks' actions have caused and will cause LS&CO. irreparable harm for which money damages and other remedies are inadequate. Unless Kooks is restrained by this Court, Kooks will continue and/or expand the illegal activities alleged in this Complaint and otherwise continue to cause great and irreparable damage and injury to LS&CO. by, among other things:
 - Depriving LS&CO. of its statutory rights to use and control use of its a. trademark;
 - b. Creating a likelihood of confusion, mistake and deception among consumers and the trade as to the source of the infringing products;
 - Causing the public falsely to associate LS&CO. with Kooks or vice versa; c.
 - d. Causing incalculable and irreparable damage to LS&CO.'s goodwill and diluting the capacity of its trademark to differentiate LEVI'S® products from others; and
 - Causing LS&CO. to lose sales of its genuine clothing products. e.
- Accordingly, in addition to other relief sought, LS&CO. is entitled to preliminary and 26 15. 27 permanent injunctive relief against Kooks and all persons acting in concert with it.

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1	FIRST CLAIM						
2	FEDERAL TRADEMARK INFRINGEM (15 U.S.C. §§ 1114-1117; Lanham Act § 3						
3		(-)					
4	16. LS&CO. realleges and incorporates by reference each of	the allegations contained in					
5	paragraphs 1 through 15 of this Complaint.						
6	17. Without LS&CO.'s consent, Kooks has used, in connecti	on with the sale, offering for					
7	sale, distribution or advertising of Kooks' goods, designs that infringe upon LS&CO.'s registered Tal						
8	trademark.						
9	18. These acts of trademark infringement have been commit	ted with the intent to cause					
10	confusion, mistake, or deception, and are in violation of 15 U.S.C. § 11	14.					
11	19. As a direct and proximate result of Kooks' infringing act	ivities, LS&CO. has suffered					
12	substantial damage.						
13	20. Kooks' infringement of LS&CO.'s trademark as alleged by	nerein is an exceptional case					
14	and was intentional, entitling LS&CO. to treble its actual damages and to	to an award of attorneys' fees					
15	under 15 U.S.C. §§ 1117(a) and 1117(b).						
16	SECOND CLAIM						
17	FEDERAL UNFAIR COMPETITION (False Designation of Origin and False Descr						
18	(15 U.S.C. § 1125(a); Lanham Act § 43(a						
19	21. LS&CO. realleges and incorporates by reference each of	the allegations contained in					
20	paragraphs 1 through 20 of this Complaint.						
21	22. Kooks' conduct constitutes the use of symbols or devices	tending falsely to describe the					
22	infringing products, within the meaning of 15 U.S.C. § 1125(a)(1). Koo	oks' conduct is likely to cause					
23	confusion, mistake, or deception by or in the public as to the affiliation,	connection, association,					
24	origin, sponsorship or approval of the infringing products to the detriment of LS&CO. and in violation						
25	of 15 U.S.C. § 1125(a)(1).						
26	23. As a direct and proximate result of Kooks' infringing act	ivities, LS&CO. has suffered					
27	substantial damage.						
28							

1		THIRD CLAIM				
2		FEDERAL DILUTION OF FAMOUS MARK (Federal Trademark Dilution Act of 1995)				
3		(15 U.S.C. § 1125(c); Lanham Act § 43(c))				
4	24.	LS&CO. realleges and incorporates by reference each of the allegations contained in				
5	paragraphs 1	through 23 of this Complaint.				
6	25.	LS&CO.'s Tab trademark is distinctive and famous within the meaning of the Federal				
7	Trademark D	Dilution Act of 1995, 15 U.S.C. § 1125(c), as amended.				
8	26.	Kooks' activities have diluted or are likely to dilute the distinctive quality of LS&CO.'s				
9	trademark in	violation of the Federal Trademark Dilution Act of 1995, 15 U.S.C. § 1125(c), as				
10	amended.					
11	27.	LS&CO. is entitled to injunctive relief pursuant to 15 U.S.C. § 1125(c).				
12	28.	Because Kooks willfully intended to trade on LS&CO.'s reputation or to cause dilution				
13	of LS&CO.'s	famous trademark, LS&CO. is entitled to damages, extraordinary damages, fees and				
14	costs pursuar	nt to 15 U.S.C. § 1125(c)(2).				
15 16		FOURTH CLAIM CALIFORNIA DILUTION AND TRADEMARK INFRINGEMENT (Cal. Bus. & Prof. Code §§ 14320, 14330, 14335, 14340)				
17	29.	LS&CO. realleges and incorporates by reference each of the allegations contained in				
18	paragraphs 1	through 28 of this Complaint.				
19	30.	Kooks' infringement of LS&CO.'s federal registered trademark is likely to cause				
20	consumer co	nfusion and dilution of LS&CO.'s trademark in violation of California Business &				
21	Professions Code §§ 14320, 14330, and 14335.					
22	31.	Kooks infringed and diluted LS&CO.'s Tab trademark with knowledge and intent to				
23	cause confus	ion, mistake or deception.				
24	32.	Kooks' conduct is aggravated by that kind of willfulness, wantonness, malice and				
25	conscious indifference to the rights and welfare of LS&CO. for which California law allows the					
26	imposition of	f exemplary damages.				
27	33.	Pursuant to California Business & Professions Code § 14340, LS&CO. is entitled to				
28	injunctive re	lief and damages in the amount of three times Kooks' profits and three times all damages				

- 6 -

COMPLAINT

1	suffered by LS&CO. by reason of Kooks' manufacture, use, display or sale of infringing goods.					
2	FIFTH CLAIM CALIFORNIA UNFAIR COMPETITION (Cal. Bus. & Prof. Code § 17200)					
4	34. LS&CO. realleges and incorporates by reference each of the allegations contained in					
5	paragraphs 1 through 33 of this Complaint.					
6	35. Kooks' infringement of LS&CO.'s Tab trademark constitutes "unlawful, unfair or					
7	fraudulent business act[s] or practice[s] and unfair, deceptive, untrue or misleading advertising" within					
8	the meaning of California Business & Professions Code § 17200.					
9	36. As a consequence of Kooks' actions, LS&CO. is entitled to injunctive relief and an					
10	order that Kooks disgorge all profits on the manufacture, use, display or sale of infringing goods.					
11	PRAYER FOR JUDGMENT					
12	WHEREFORE, LS&CO. prays that this Court grant it the following relief:					
13	37. Adjudge that LS&CO.'s Tab trademark has been infringed by Kooks in violation of					
14	LS&CO.'s rights under common law, 15 U.S.C. § 1114, and/or California law;					
15	38. Adjudge that Kooks has competed unfairly with LS&CO. in violation of LS&CO.'s					
6	rights under common law, 15 U.S.C. § 1125(a), and/or California law;					
7	39. Adjudge that Kooks' activities are likely to, or have, diluted LS&CO.'s famous Tab					
8	trademark in violation of LS&CO.'s rights under common law, 15 U.S.C. § 1125(c), and/or California					
9	law;					
20	40. Adjudge that Kooks and each of its agents, employees, attorneys, successors, assigns,					
21	affiliates, and joint venturers and any person(s) in active concert or participation with it, and/or any					
22	person(s) acting for, with, by, through or under it, be enjoined and restrained at first during the					
23	pendency of this action and thereafter permanently from:					
24	a. Manufacturing, producing, sourcing, importing, selling, offering for sale,					
25	distributing, advertising, or promoting any goods that display any words or symbols that so resemble					
26	LS&CO.'s Tab trademark as to be likely to cause confusion, mistake or deception, on or in connection					
27	with any product that is not authorized by or for LS&CO., including without limitation any product					
28	that bears the Kooks tab or any other confusingly similar approximation of LS&CO.'s Tab trademark;					
	COMPLAINT - 7 - Levi Strauss & Co. v. Kooks Co., Ltd.					

assets that arise out of Kooks' infringing activities;

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COMPLAINT

1		b.	Using any word, term, name, symbol, device or combination thereof that causes				
2	or is likely to	cause	confusion, mistake or deception as to the affiliation or association of Kooks or its				
3	goods with LS&CO. or as to the origin of Kooks' goods, or any false designation of origin, false or						
4	misleading description or representation of fact;						
5		c.	Further infringing the rights of LS&CO. in and to any of its trademarks in its				
6	LEVI'S® bran	nd prod	ducts or otherwise damaging LS&CO.'s goodwill or business reputation;				
7		d.	Otherwise competing unfairly with LS&CO. in any manner; and				
8		e.	Continuing to perform in any manner whatsoever any of the other acts				
9	complained of in this Complaint;						
10	41.	Adju	dge that Kooks be required immediately to supply LS&CO.'s counsel with a				
11	complete list	of indiv	viduals and entities from whom or which it purchased, and to whom or which it				
12	sold, offered f	or sale	, distributed, advertised or promoted, infringing products as alleged in this				
13	Complaint;						
14	42.	Adjud	dge that Kooks be required immediately to deliver to LS&CO.'s counsel its entire				
15	inventory of i	nfringi	ng products, including without limitation pants and any other clothing, packaging,				
16	labeling, adve	rtising	and promotional material and all plates, patterns, molds, matrices and other				
17	material for producing or printing such items, that is in Kooks' possession or subject to its control and						
18	that infringes LS&CO.'s Tab trademark as alleged in this Complaint;						
19	43.	Adjud	dge that Kooks, within thirty (30) days after service of the judgment demanded				
20	herein, be required to file with this Court and serve upon LS&CO.'s counsel a written report under						
21	oath setting forth in detail the manner in which it has complied with the judgment;						
22	44.	Adjud	dge that LS&CO. recover from Kooks its damages and lost profits in an amount to				
23	be proven at t	rial,					
24	45.	Adjud	lge that Kooks be required to account for any profits that are attributable to its				
25	illegal acts, and that LS&CO. be awarded the greater of (1) three times Kooks' profits or (2) three						
26	times any damages sustained by LS&CO., under 15 U.S.C. § 1117, plus prejudgment interest;						
27	46.	Order	an accounting of and impose a constructive trust on all of Kooks' funds and				

- 8 -

1	47.	Adjudge that Kooks be	required to pay LS&CO. punitive damages for its oppression,						
2	fraud, malice and gross negligence, whether grounded on proof of actual damages incurred by								
3	LS&CO. or on proof of Kooks' unjust enrichment;								
4	48.	Adjudge that LS&CO.	be awarded its costs and disbursements incurred in connection						
5	with this action, including LS&CO.'s reasonable attorneys' fees and investigative expenses; and								
6	49.	Adjudge that all such other relief be awarded to LS&CO. as this Court deems just and							
7	proper.								
8									
9	DATED: May	y 23, 2008	Respectfully submitted,						
10									
11			By:						
12			Raquel Pacheco TOWNSEND AND TOWNSEND AND CREW LLP						
13			Two Embarcadero Center, Eighth Floor San Francisco, California 94111						
14			Telephone: (415) 576-0200 Facsimile: (415) 576-0300						
15			Attorneys for Plaintiff						
16			LEVI STRAUSS & CO.						
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1		DEMAND FOR JURY TRIAL
2	LS&CO. demands that t	his action be tried to a jury.
3		
4	DATED: May 23, 2008	Respectfully submitted,
5		
6		By: Raquel Pacheco
7		TOWNSEND AND TOWNSEND AND CREW LLF Two Embarcadero Center, Eighth Floor
8		San Francisco, California 94111 Telephone: (415) 576-0200 Facsimile: (415) 576-0300
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11		Attorneys for Plaintiff LEVI STRAUSS & CO.
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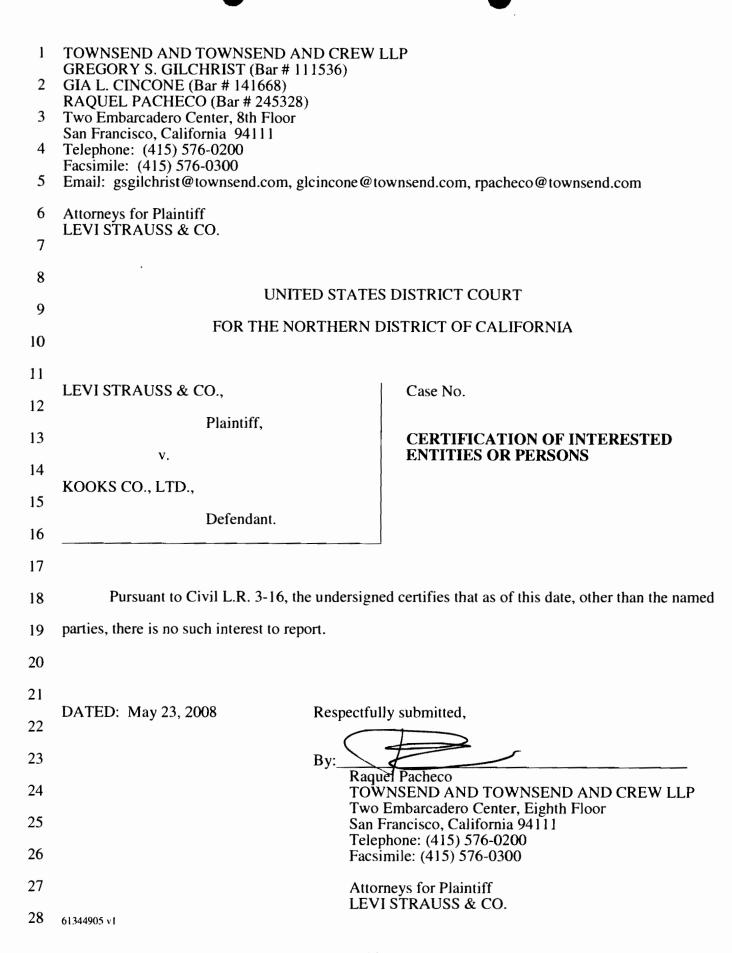




Exhibit A-1



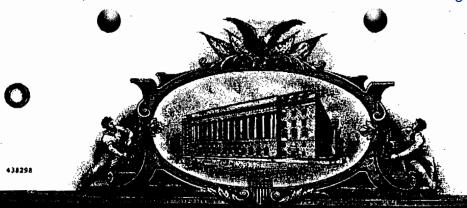


Exhibit A-3



Exhibit A-4





THE UNITED STATES OF AMERICA

TO 4H, TEDY TO THE SHEET STEEN SHALL COME:

United States Patent and Trademark Office

July 17, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 356,701 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM May 10, 1938
3rd RENEWAL FOR A TERM OF 10 YEARS FROM May 10, 1998
SECTION 8 & 15
REPUBLISHED SECTION 12C
SAID RECORDS SHOW TITLE TO BE IN:
LEVI STRAUSS & COMPANY



T. WALLACE

Certifying Officer

Registered May 10, 1938

Trade-Mark 356,701

Republished, under the Act of 1946, April 27, 1948, by Levi Strauss & Company, San Francisco, Calif.

Affidavit under Section 8 accepted.
Affidavit under Section 15 received, Aug. 31, 1953.

UNITED STATES PATENT OFFICE

Levi Strauss & Company, San Francisco, Calif.

Act of February 20, 1905

Application June 30, 1937, Serial No. 394,734



STATEMENT

To the Commissioner of Patents:

Levi Strauss & Company, a corporation duly organized under the laws of the State of California and located at city and county of San Francisco, State of California, and doing business at 98 Battery Street, San Francisco, California, has adopted and used the trade-mark shown in the accompanying drawing, for MEN'S, WOMEN'S, AND CHILDREN'S OVERALLS OF THE PATCH-POCKET TYPE, in Class 39, Clothing, and presents herewith five specimens showing the trade-mark as actually used by applicant upon the goods, and requests that the same be registered in the United States Patent Office in accordance with the act of February 20, 1905.

cordance with the act of February 20, 1905.

The trade-mark consists of a small marker or tab, of taxile material or the like, colored red, appearing on and affixed permanently to the exterior of the garment in a position that the red tab is visible, while the garment is being worn.

The trade-mark has been continuously used in the business of the applicant since on or about September 1, 1936.

eptember 1, 1930. In practice the trade-mark is applied to the goods by stitching an end of a red marker or tab into one of the regular structural seams of the garment so that the stitching of said seam secures one end of the red tab to the garment with a portion thereof extending visibly from the edge of the seam.

No claim is made herein for the representation of a portion of the garment or seam shown in the drawing, these being shown merely to libustrate one manner in which the red marker or red tab may be applied to a garment. The drawing is hued for the color red.

The undersigned hereby appoints Chas. E. Townsend, whose address is 908-917 Crocker Building, Ban Francisco, California, its attorney with full power of substitution and revocation to prosecute this application, to make alterations and amendments therein, to receive the certificate of registration, and to transact all business in the Patent Office connected therewith.

LEVI STRAUSS & COMPANY, By D. A. BERONIO, Secretary.

~Amendment

Registered May 10, 1988

Registration No. 356,701

Levi Strauss & Company

Application to amend having been made by Levi Strauss & Co., owner of the registration above identified, said registration is hereby amended as follows:

In the statement, column 1, lines 8 through 10, the description of goods is deleted and Pants of the patch-pocket type worn by men, women and children is inserted.

Such amendment has been entered upon the records of the Patent and Trademark Office and the said original registration should be read as so amended.

Signed and sealed this 15th day of August 1978.

[SEAL]

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STATE OF THE PROPERTY OF THE P

Attest:
JANIE COOKSEY,
Attesting Officer.

Donald W. Banner, Commissioner. Int. CL; 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

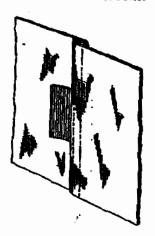
Reg. No. 355,701

Registered May 10, 1938

10 Year Renewal

Renewal Term Begins May 10, 1998

TRADEMARK PRINCIPAL REGISTER



LEVI STRAUSS & CO. (DELAWARE CORPORATION) 1155 BATTERY STREET

SAN FRANCISCO, CA MIH, BY CHANGE OF NAME, MERGER AND CHANGE OF NAME FROM LEVI STRAUSS & COMPANY (CALIFORNIA CORPORATION) SAN FRANCISCO, CA

NO CLAIM IS MADE HEREIN FOR THE REPRESENTATION OF A POR-TION OF THE GARMENT OR SEAM SHOWN IN THE DRAWING, THESE BEING SHOWN MERELY TO ILLUS-

THE RESERVE OF THE PARTY OF THE

TATE ONE MANNER IN WHICH THE RED MARKER OR RED TAB MAY BE APPLIED TO A GARMENT. THE DRAWING IS LINED FOR THE

COLOR RED.

POR: [MEN'S, WOMEN'S, AND CHIL-DREN'S OVERALLS OF THE PATCH-POCKET TYPE! * PANTS OF THE PATCH-POCKET TYPE WORN BY MEN, WOMEN AND CHILDREN *, IN CLASS 39 (INT. CL. 23).

PIRST USB 9-1-1936; IN COMMERCE 9-1-1936,

SER. NO. 71-394,734, FILED 6-30-1937.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Nov. 24, 1998.

COMMISSIONER OF PATENTS AND TRADEMARKS



Z. Edele_ L. EDELEN

Certifying Officer



Amendment

Registered October 18, 1949

Registration No. 516,561

Levi Strauss & Company

Application to amend having been made by Levi Strauss & Co., owner of the registration above identified, said registration is hereby amended as follows:

In the statement, column 1, line 7, "overalls" is deleted and jeans is inserted. Such amendment has been entered upon the records of the Patent Office and the said original registration should be read as so amended. Signed and sealed this 16th day of September 1969.

[SEAL]

EDWIN L. REYNOLDS,
First Assistant Commissioner of Patents.

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Renewal

Reg. No. 516,561 Registered Oct. 18, 1949 OG Date Oct. 24, 1989

TRADEMARK PRINCIPAL REGISTER



LEVI STRAUSS & CO. (DELAWARE CORPORATION)

1155 BATTERY STREET

SAN FRANCISCO, CA 94111, BY MERGER WITH AND CHANGE OF NAME FROM LEVI STRAUSS & COMPANY (CALIFORNIA CORPORATION)

SAN FRANCISCO, CA AND LEVI STRAUSS & COMPANY (CALIFORNIA CORPORATION)

SAN FRANCISCO, CA FRANCISCO, CA

OWNER OF U.S. REG. NOS. 250,265 AND 413,386. FOR: MEN'S, WOMEN'S AND CHIL-DREN'S JEANS AND JACKETS, IN CLASS 39 (INT. CL. 25).

FIRST USE 9-1-1936; IN COMMERCE 7-1-1937.

SER. NO. 556,108, FILED 5-3-1948.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Oct. 24, 1989.



Registered Oct. 18, 1949

Registration No. 516,561

PRINCIPAL REGISTER Trade-Mark

UNITED STATES PATENT OFFICE

Levi Straum & Cempany, San Francisco, Calif.

Act of 1946

Application May 3, 1948, Serial No. 556,108



(Statement)

Levi Strauss & Company, a corporation duly organized under the laws of the State of California, located at San Francisco, California, and doing business at 98 Battery Street, San Francisco, California, has adopted and is using the trade-mark shown in the accompanying drawing, for MEN'S, WOMEN'S, AND CHILDREN'S OVERALLS AND JACKETS, in Class 39, Clothing, and presents herewith five specimens showing the trade-mark as actually used in connection with such goods, the trade-mark being applied to the goods by affixing permanently thereto a tab of textile material on which the trade-mark is shown, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1948.

The trade-mark was first used on jackets July 1, 1937, and on overalls September 1, 1936, and first used in commerce among the several States and between the United States and foreign nations which may lawfully be regulated by Congress on jackets July 1, 1937, and on overalls September 1, 1936.

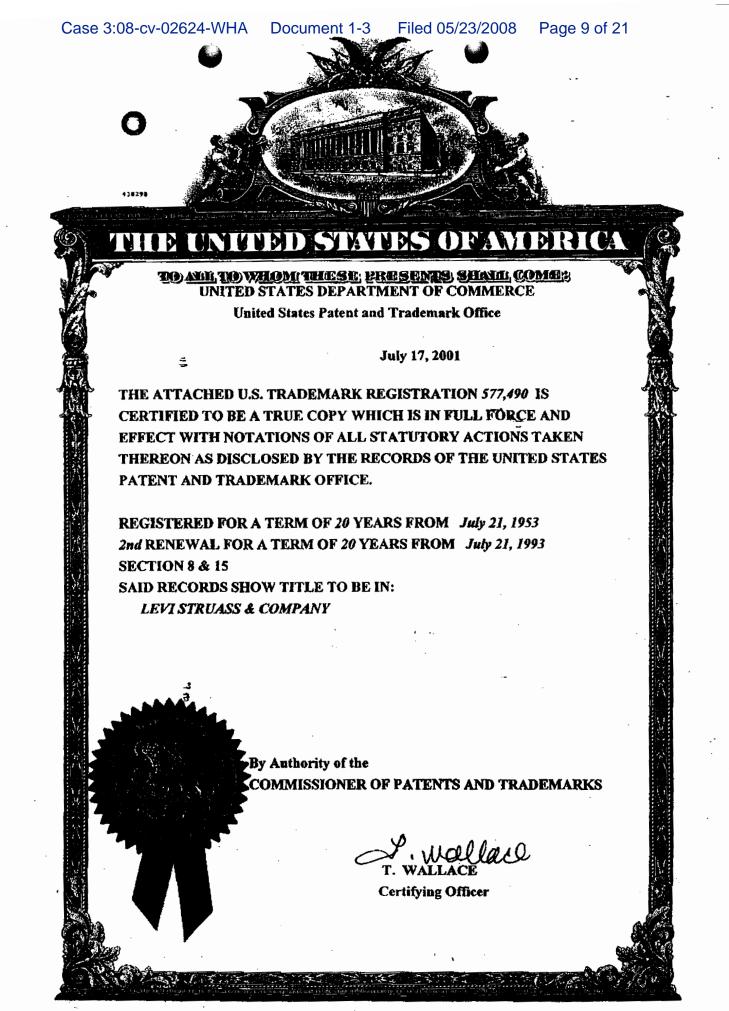
Applicant is the owner of the trade-mark, Reg-

istration No. 413,386, dated April 24, 1945, and Registration No. 250,265, dated December 4, 1928. (Declaration)

D. A. Beronio, being duly sworn, deposes and says that he is the secretary of Levi Strauss & Company, the applicant named in the foregoing statement; that he believes that said corporation is the owner of the trade-mark which is in use in commerce among the several States and between the United States and foreign nations, and that no other person, firm, corporation or association, to the best of his knowledge and belief, has the right to use such trade-mark in commerce which may lawfully be regulated by Congress, either in the identical form thereof or in such near resemblance thereto as might be calculated to deceive; that the drawing and description truly represent the trade-mark sought to be registered; that the specimens show the trade-mark as actu-

ally used in connection with the goods; and that

the facts set forth in the statement are true LEVI STRAUSS & COMPANY, By D. A. BERONIO, Secretary.



egistered July 21, 1953

Registration No. 577,490

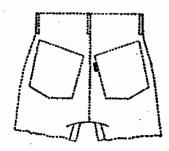
PRINCIPAL REGISTER Trade-Mark

UNITED STATES PATENT OFFICE =

Levi Strauss & Company, San Francisco, Calif.

Act of 1946

Application April 30, 1949, Serial No. 578,119



STATEMENT

Levi Strauss & Company, a corporation duly organized under the laws of the State of California, located at San Francisco, California, and doing business at 98 Battery Street, San Francisco, California, has adopted and is using the trade-mark shown in the accompanying drawing, for OVERALLS, in Class 39, Clothing, and presents herewith five facsimiles showing the trademark as actually used in connection with such goods, the trade-mark being applied to the goods in the manner hereinafter set forth, and requests that the same be registered in the United States Patent Office on the Principal Register in ac-cordance with the act of July 5, 1946.

The trade-mark was first used on September 1, 1935, and first used in commerce among the several States which may lawfully be regulated by Congress on September 1, 1936.

The trade-mark consists of a small marker

or tab, of textile material or the like, colored red, appearing on and affixed permanently to the exterior of the samment in a position that the red tab is visible, while the garment is be-

ing worn.
In practice, the trade-mark is applied to the goods by stitching an end of a red marker or tab into one of the regular structural scame of the hip pockets of the garment so that the signi-ing of said seam accures one end of the red tab to the garment with a portion thereof extending visibly from the edge of the seam.

The drawing is lined for the solor red.

Applicant is the owner of Trade-Mark Registration No. 356,701 issued May 10, 1938, and No. 404,248 issued November 16, 1943.

LEVI STRAUSS & COMPANY,

By D. A. BERONIO, Secretary.

Amendment

Registered July 21, 1953

Registration No. 577,490

Levi Strauss & Company

Application to amend having been made by Levi Strauss & Co., owner of the registration above identified, said registration is hereby amended as follows:

In the statement, column 1, line 7, "overalls" is deleted and jeans is inserted.

Such amendment has been entered upon the records of the Patent Office and the said original registration should be read as so amended.

Signed and sealed this 29th day of May 1973.

(BEAL)

Attest:
K. E. PATRICE,
Attesting Officer.

ROBERT GOTTSCHALK, Commissioner of Patents.

Ē

Commissioner for Trademarks 2900 Crystal Drive Arlington, VA 22202-3514 www.uspto.ppv

SERIAL NO: 71/578119 REGISTRATION NO: 0577490

MAILING DATE: 03/31/2004

REGISTRATION DATE: 07/21/1953 MARK: MISCELLANEOUS DESIGN

REGISTRATION OWNER: LEVI STRAUSS & COMPANY

CORRESPONDENCE ADDRESS:

JENNIFER GUNN LEVI STRAUSS & CO. 1155 BATTERY STREET SAN FRANCISCO, CA 94111

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059.

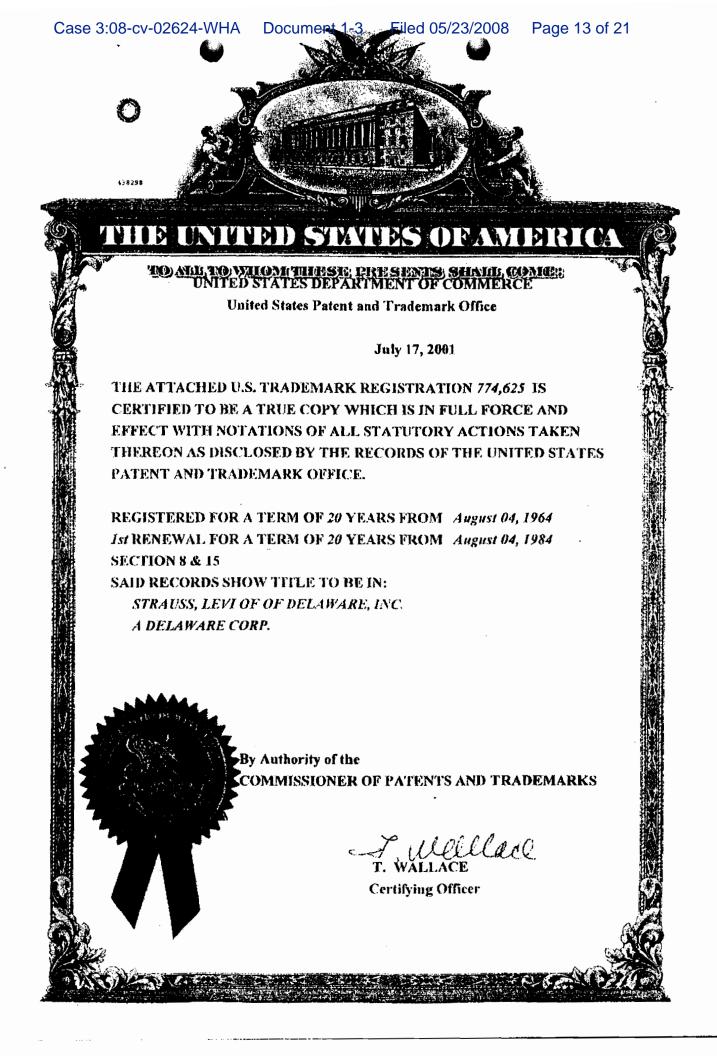
ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES): 039.

GRANATA, SHARON D PARALEGAL SPECIALIST POST-REGISTRATION DIVISION (703)308-9500

> PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION

> > DUPLICATE



United States Patent Office

774,625 Registered Aug. 4, 1964

PRINCIPAL REGISTER Trademark

Ser. No. 171,283, filed June 18, 1963

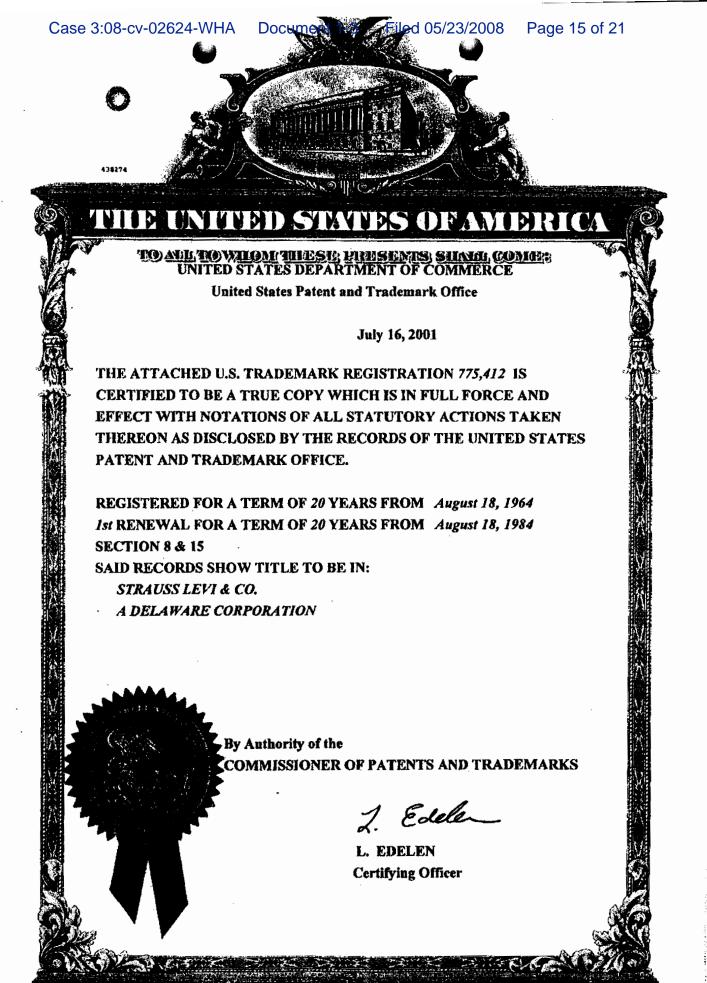


Levi Strauss & Co. (California corporation) 98 Battery St. San Francisco 6, Calif.

For: GARMENTS, PARTICULARLY TROUSERS, in CLASS 39.

First use May 22, 1963; in commerce May 22, 1963. The mark consists of a small marker or black tab affixed to the exterior of the garment at the hip pocket.

Owner of Reg. Nos. 356,701, 577,490, and 720,376.

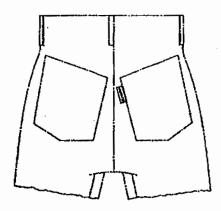


Inited States Patent Office

775,412 Registered Aug. 18, 1964

PRINCIPAL REGISTER Trademark

Ser. No. 171,282, filed June 18, 1963

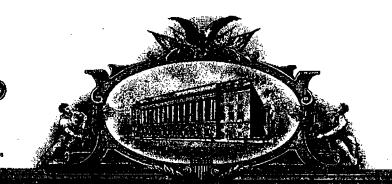


Levi Strauss & Co. (California corporation) 98 Battery St. San Francisco 6, Calif. For: GARMENTS, PARTICULARLY TROUSERS, in CLASS 39.

First use Oct. 9, 1957; in commerce Oct. 9, 1957.

The mark consists of a small marker or white tab with the name "Levi's" superposed thereon, which is affixed to the exterior of the garment at the hip pocket.

Owner of Reg. Nos. 250,265, 720,376, and others.



THE UNITED STATES OF AMERICA

MALLTOWHOM TUNSE PRESENTS SHAM COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

July 17, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,157,769 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM June 16, 1981 SECTION 8 & 15 SAID RECORDS SHOW TITLE TO BE IN: LEVI STRUASS & CO.

A DELAWARE CORP.

CARTINISM ANTHER A PRESIDENCE.



By Authority of the COMMISSIONER OF PATENTS AND TRADEMARKS

Certifying Officer

The state of the s

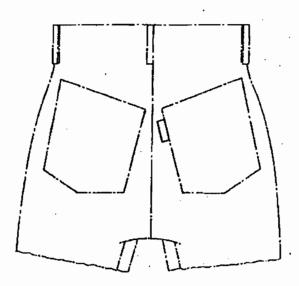
Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,157,769 Registered Jun. 16, 1981

TRADEMARK Principal Register



Levi Strauss & Co. (Delaware corporation)

98 Battery St.

San Francisco, Calif. 94106, by merger and change of name from

Levi Strauss & Co. (California corporation) San Francisco, Calif. For: TROUSERS, in CLASS 25 (U.S. Cl. 39).
First use Sep. 1, 1936; in commerce Sep. 1, 1936.
Owner of U.S. Reg. Nos. 356,701, 775,412 and others.

Applicant disclaims the representation of the goods apart from the mark as shown.

The mark consists of a small marker or tab affixed to the exterior of the garment at the hip pocket.

Ser. No. 263,725, filed Feb. 1, 1967.

J. C. DEMOS, Deputy Director

MAILING DATE: 09/01/2001



UNITED STATES DEPARTMENT OF COMMERCE Patent and Trademark Office OFFICE OF ASSISTANT COMMISSIONER FOR TRADEMARKS 2900 Crystal Drive Arlington, Virginia 22202-3513

REGISTRATION NO: 1157769 SERIAL NO: 72263725 REGISTRATION DATE: 06/16/1981 MARK: MISCELLANEOUS DESIGN REGISTRATION OWNER: LEVI STRAUSS & CO CORRESPONDENCE ADDRESS:

KAREN S FRANK LEGAL STRATEGIES GROUP 5905 CHRISTIE AVENUE **EMERYVILLE CA 94608**

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

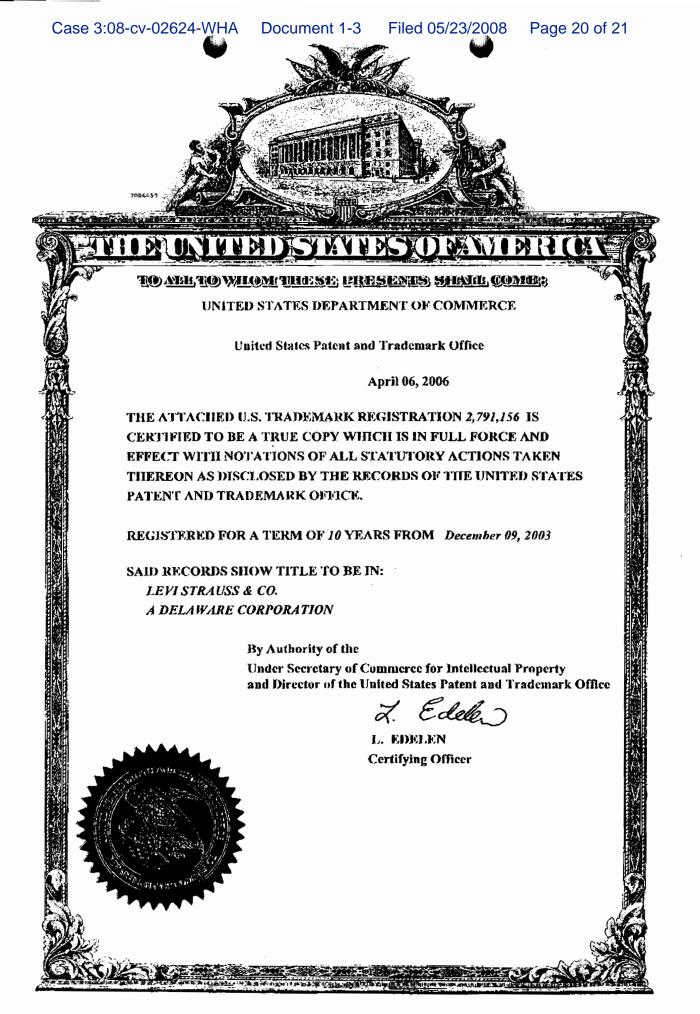
THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES): 039.

LEE. HAROLD D PARALEGAL SPECIALIST POST-REGISTRATION DIVISION (703)308-9500

> PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION



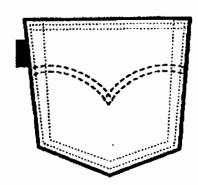
Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,791,156 Registered Dec. 9, 2003

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER



LEYI STRAUSS & CO. (DELAWARE CORPORA-TION) 1155 BATTERY STREET SAN FRANCISCO, CA 94111

FOR: PANTS, JEANS, SHORTS, SHIRTS, T-SHIRTS, BLOUSES, SKIRTS AND JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-1-1936; IN COMMERCE 9-1-1936.

OWNER OF U.S. REG. NOS. 1,041,846, 1,135,196, AND 1,139,254.

THE LINING AND SHADING SHOWN IN THE DRAWING ARE FLATURES OF THE MARK AND NOT INTENDED TO INDICATE COLOR.

THE MARK CONSISTS OF THE COMBINATION OF A DOUBLE ARCUATE AND TAB DESIGN SHOWN ON THE SHAPE OF A POCKET, AS INDICATED BY A SOLID LINE.

SER. NO. 78-144,339, FILED 7-16-2002.

ELLEN B. AWRICH, EXAMINING ATTORNEY





EXHIBIT C

S JS 44 (Rev. 12/07) (cand rev 1-16-08)

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information on the definition here therein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the definition of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON PAGE TWO OF THE FORM.)

I. (a) PLAINTIFFS

DEFENDANTS

i. (a) PLAINTIFFS			·	# DEFENDAN	115				
LEVI STRAUSS & CO.		E-fill	1119	KOOKS CO	., LTD.				
			_						
(b) County of Residence of First Listed Plaintiff (EXCEPT IN U.S. PLAINTIFF CASES)				NOTE: IN L	County of Residence of First Listed Defendant (IN U.S. PLAINT IFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE LAND INVOLVED.				
(c) Attorney's (Firm Nam	ne, Address, and Telephone	Number)		Attorneys (If Kn	own)				
Townsend and Townsend									
Two Embarcadero Center, San Francisco, California (415) 576-0200									
II. BASIS OF JURISDIC	CTION (Place an "X" in O	ne Box Only)	III. C			NCIPAL PARTIES	(Place an "X" in One Bo	x for Plaintiff	
		1		(For Diversity Cas	ses Only) PTF	DEF	and One Box for Defen	•	
I U.S. Government Plaintiff	3 Federal Question (U.S. Government N	ot a Party)	Cit	tizen of This State		Incorporated or Princ of Business In Ti	ipal Place 4	DEF	
2 U.S. Government Defendant	4 Diversity (Indicate Citizenship o	f Parties in Item III)	Citi	izen of Another State	<u> </u>	2 Incorporated and Print of Business In A		□ 5	
				izen or Subject of a Foreign Country	□ 3	3 Foreign Nation	☐ 6	□ 6	
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130 Miller Act	315 Airplane Product	Med. Malprac	ctice [625 Drug Related	Seizure	28 USC 157	430 Banks and Ba	nking	
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& Enforcement of Judgment	Slander	368 Asbestos Pers	onal [640 R.R. & Truck		1820 Copyrights	470 Racketeer Inf		
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(Excl. Veterans) 153 Recovery of Overpayment	345 Marine Product	370 Other Fraud		690 Other			810 Selective Servers 850 Securities/Co.		
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V. ORIGIN (Place an "X"	in One Box Only)			Trans	ferred fro	om	Appeal to	District	
■ 1 Original □ 2 Remo	• • •	nded from 🔲 4	Reinsta	ited or 5 anot	her distri	ct	☐ 7 Judge from	m	
Proceeding State	Court Appel	late Court	Reoper	ned (spec	cify)	Litigation	Magistrate Judgment	;	
	Cite the U.S. Civil St	atute under which ve	ou are fil	ling (Do not cite is	urisdictio	nal statutes unless diversit			
THE CATION OF ACTION	15 II S.C. Sections	•		• .		0, 14330, 14335, 17200	• /		
VI. CAUSE OF ACTION	Brief description of c	ause:							
	Trademark Infringe	ement		_					
VII. REQUESTED IN COMPLAINT:	UNDER F.R.C.P. 2		ON	DEMAND \$		CHECK YES	S only if demanded in IAND: Yes	-	
VIII. RELATED CASE(S) IF ANY PLEASE REFER TO CIVIL L.R. 3-12 CONCERNING REQUIREMENT TO FILE "NOTICE OF RELATED CASE".									
IX. DIVISIONAL ASSIGNMENT (PLACE AND "X" IN ONE			SAN F	FRANCISCO/OA	KLAND	SAN JOSE			
DATE				NEY OF RECORD					
May 23, 2008									